

**METHOD AND APPARATUS FOR PROVIDING INFORMATION REGARDING
A PRODUCT**

ABSTRACT OF THE DISCLOSURE

5 A system, method, apparatus, and computer program code for providing and
receiving information regarding a product. According to embodiments of the present
invention, a location (e.g., a Web site, database) is established or determined wherein
information regarding a product or a person can be found. Access to some or all of the
information may be limited or provided only to specific people or devices. The
10 information may be information regarding a product and an address associated with the
location may be provided to a recipient of the product, a provider of the provider, etc.
The receiver of the address can use the address to access the information or pass the
address along to others. The information may be updated by or based on the recipient,
the provider, or another party or device. In some embodiments, the address may be
15 printed directly on packaging associated with a product.